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Lawrence University

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“This is Lawrence” Videos Recognized with Two CASE Awards

Posted on: October 25th, 2012 by Rick Peterson

A pair of Lawrence University videos have been recognized with a 2012 “Pride of CASE V Award.”



Rachel Crowl

Web content and new media coordinator Rachel Crowl earned a Silver Award in the Teresa Du Bois Exline Award for Best Practices in Communications and Marketing category for her “This is Lawrence” video series installment “A Place Transformed,” which showcased the successes of Lawrence’s \$160 million “More Light!” campaign that concluded in October 2011.

Crowl and video editor Anna Ryndova, also earned Bronze Award honors in the Best Video Features category for “Glamour Gals,” which documented the efforts of Lawrence student volunteers who provide manicures and listening ears to local senior citizens.

This is the second year in a row Crowl was cited by CASE for her video work. She received a Gold Award in 2011 in the Best Video Features category for her video on Lawrence’s “compassionate

manhole covers” art department project.

The Council for Advancement and Support of Education (CASE) honors institutions and individuals for outstanding achievement in the concept and execution of advancement programs and communications.

Crowl and other winners of the Pride of CASE V Awards will be recognized Dec. 10 at the 38th annual CASE V conference in Chicago. District V includes institutions in Wisconsin, Illinois, Indiana, Michigan, Minnesota and Ohio.